

## Parental Expansion Update!

On January 25, 2002, California received approval from the federal government to use federal funds to provide coverage to the uninsured parents of children enrolled in or eligible for Healthy Families and no-cost Medi-Cal. With this approval, Healthy Families can now finalize the changes necessary to begin insuring parents in the future. This waiver approval, however, does not mean that coverage for parents has started. At this time only children can be enrolled in the Healthy Families Program. Contractors and CAAs will be notified of the effective date of parental expansion.

Before the Healthy Families Program begins to cover parents, notification will be sent to families with children in no-cost Medi-Cal and Healthy Families. Parents of children enrolled in the Healthy Families Program, who may be eligible for the Healthy Families Program, will be mailed an enrollment application six weeks prior to the start date of parental coverage. Parents of children enrolled in the no-cost Medi-Cal Program will also be sent information on how to enroll in the Healthy Families Program. The parents applying for the Healthy Families Program will use the new Family Application to apply when the State implements parental expansion. .

When the Healthy Families Program begins covering parents, the adults added to existing Healthy Families accounts will be enrolled in the same health plan as the children if their income is less than 200% of poverty. The premium payments for parents in the Healthy Families Program will be \$10 to \$20 per month per adult enrolled in the program. The premium amount for each adult will be based on the family's household income.

For more information on the progress towards implementing parental coverage, please go to the Managed Risk Medical Insurance Board's website at [www.mrmib.ca.gov](http://www.mrmib.ca.gov).

## Governor Davis Announces Enrollment of the 500,000<sup>th</sup> Child in Healthy Families

On January 4, 2002, during a press conference held at Fourth Street Elementary School in East Los Angeles, Governor Gray Davis announced a new program milestone for Healthy Families: the enrollment of more than 500,000 children.

During his on-stage remarks, Davis highlighted other program accomplishments since he took office including a 60 percent increase in monthly Healthy Families enrollments and the enrollment of more new, previously uninsured children in California's S-CHIP program, than any other state. In addition, the governor mentioned improvements to Medi-Cal that were made by his administration, which have helped ensure that more than 2.6 million additional children statewide are receiving health care benefits.

Davis praised the many groups and individuals that have contributed to the success of Healthy Families including program EEs and CAAs, schools, local governments and community-based organizations. He also stressed the continued importance of all efforts to expand the Healthy Families program and enroll even more children.

Governor Davis was joined at the press conference by First Lady and official Healthy Families spokesperson, Sharon Davis; Grantland Johnson, Secretary of the California Health and Human Services Agency; Diana M. Bontá, Director of the California Department of Health Services; California State Senator Gloria Romero (49<sup>th</sup> District); and Sandra Shewry, Executive Director of the Managed Risk Medical Insurance Board.

**RHA'S CAA HELP Line**  
**1-888-237-6248**

Monday - Friday 8:00 a.m. to 5:30 p.m.

Technical assistance for **CAAs** and **EES** with family composition and income calculations; request an ITP and/or A-level training; order enrollment and marketing materials; or provide change of address information.

**EE Reimbursement and Information**  
**EDS Application Assistance Payment Unit (AAPU)**  
**1-888-747-1222 press the star (\*) key**

Monday - Friday 8:00 a.m. to 5:00 p.m.

This line is for **EES ONLY** who want to obtain information about the reimbursement process or to inquire about the status of their reimbursement. EEs will need to provide their EE number and the CAA number for the person who provided the application assistance. For Fax inquiries please use the following number: 916-859-2388. For e-mail inquiries please contact the AAPU at: [HFAAPU@eds.com](mailto:HFAAPU@eds.com).

**HF/MCF General Information**  
**1-888-747-1222**

Monday - Friday 8:00 a.m. to 8:00 p.m.

Operators will provide assistance to **anyone** requesting *general* information for both HF/MCF, and referral information to local EEs. Individuals ordering up to four applications and handbooks may call this line.

**Healthy Families Information Line**  
**1-800-880-5305**

Monday - Saturday 8:00 a.m. to 8:00 p.m.

Technical assistance for **applicants** who need general information about the HF program; answers to specific income and documentation questions when completing the application themselves; status information on their own completed and submitted application.

*EEs may no longer use this line to check the status of an application on behalf of an applicant unless the applicant is present at the time the call is made.*

**EDS Regional Training Line**  
**1-800-880-5305 press 01**

For questions specifically related to regional training sessions.

**Healthy Families Family Member Line**  
**1-866-848-9166**

For families *currently* enrolled in the Healthy Families Program. Family must enter their family member number in order to access the system, otherwise they will be transferred to the 1-800-880-5305 line.

**CA Kids**  
**1-818-461-1400**

For children under 19 that are not eligible for HFP/MCF, (200%-300% of the FPL).

**IEHP Additional Coverage Areas in San Bernardino County**

Effective December 18, 2001, Inland Empire Health Plan has expanded its Healthy Families coverage in San Bernardino county to the following zip codes:

- 92309-92312
- 92327
- 92338
- 92347
- 92365
- 92398

**Kaiser Permanente Capped in Six Counties**

Effective November 15, 2001, Kaiser Permanente reached its limit for Healthy Families Program subscribers that can be enrolled in the following counties:

- Alameda
- Contra Costa
- Los Angeles
- Marin
- San Francisco
- Santa Clara

Previously, on July 27, 2001, Kaiser reached its subscriber enrollment limit for people living in the following counties:

- Riverside
- San Bernardino
- San Diego

On May 1, 2001, Kaiser reached its subscriber enrollment limit for people living in the following Kern County zip codes: 93222, 93243, 93501, 93502, 93504, 93505, 93519, 93560.

Kaiser will not accept any new members living in the above areas at this time.

**Inquire About Application  
Reimbursement Via E-mail!**

EEs and CAAs can now submit the required Request for Payment Information form directly to the EDS reimbursement unit using e-mail. To request an electronic version of the form please e-mail your request to: [HFAAPU@eds.com](mailto:HFAAPU@eds.com). Once you have this form you may submit your requests electronically.

In order to submit Requests for Address Changes or Payment Information please note that the request **MUST** come from the EEs Authorized Contact Person in order for the AAPU to make changes or release information.

## Supplement Your Outreach Efforts with **FREE** Marketing Materials!

Every day, EEs/CAAs assist families who qualify for Healthy Families and Medi-Cal for Families (HFP/MCF). In order to leave a lasting impression on potential HFP/MCF subscribers, collateral materials can effectively supplement your outreach efforts. The state has developed and produced synergistic marketing pieces that can help increase the effectiveness of your outreach efforts. The state provides **FREE** of charge flyers, mini-posters, panel cards, pens, buttons, applications and handbooks!

Each item was designed to help outreach providers with different types of outreach efforts. Black-and-white customizable flyers are perfect for display on a bulletin board or door-to-door distribution. Colorful mini-posters are great for presentations and are also customizable, which means that local contact information can be added by the EE/CAA. Panel cards are ideal to distribute during health fairs and events. Tear off pads make it easy for interested families to tear off a sheet filled with program information and review it at home. Pens are fun items to give to parents and children. Each pen has the campaign logo with the toll-free telephone number. For EEs/CAAs that serve in-language communities, the state has buttons available in Chinese, Armenian, Hmong, Cambodian, Lao, Russian, Farsi and Vietnamese. If Spanish-language outreach is your objective, then fotonovelas could be very helpful. Fotonovelas provide important program information through colorful photos and story line. This year, the fotonovela is bilingual, appearing in both English and Spanish.

**If you would like to learn more about **FREE** marketing materials that are available, please call RHA at 1-888-237-6248. A customer service representative will be happy to take your order or provide suggestions to meet your outreach needs. Take advantage of this opportunity before quantities run out! Don't forget to check back periodically for new materials.**

## Spanish CAA Training Coming Soon!

If you are interested in Spanish CAA Training please call RHA at 1-888-237-6248. RHA will then contact you once Spanish training classes have been scheduled in the spring.

## Remember:

Please do not use the joint HFP/MCF application or the HFP Handbook as general handouts at community events or health fairs.

Instead, provide multilingual program flyers, panel cards, and mini-posters. All of these materials are available to you at no direct cost.

**Please contact RHA at 1-888-237-6248 to place your order.**

## Healthy Families Program/Medi-Cal for Families Bilingual Fotonovela

The third fotonovela released in November 2001, was produced in Spanish and English, for CBOs/ Schools/EEs/CAAs to use in their outreach to help raise awareness among both the monolingual and bilingual Latino community about HFP/MCF. The fotonovela provides key HFP/MCF messages (comprehensive medical, dental and vision coverage; income levels; and cost of the programs), with an emphasis on the importance of preventive health care. This story highlights the importance of children's dental care.

It is designed to be entertaining, informative with easy-to-read captions, in a convenient 8½" x 11" size, 16 pages in full color (8 Spanish/8 English), and there is space for your organization to customize. The new fotonovelas can be distributed in a variety of locations such as health fairs/conferences, waiting rooms, and schools or distributed in your community.

Fotonovelas are packaged in bundles of 100. There is no charge for the fotonovelas or standard shipping.



**Place your order today by calling RHA, toll-free at 1-888-237-6248.**

## Welcome Aboard 18 “New” Outreach Contractors

With funding from the California Endowment and the David and Lucille Packard Foundation, the Healthy Families Program/Medi-Cal for Families (HFP/MCF) Outreach Campaign was able to add 18 agencies and organizations to its 2001-2003 contractor roster, bringing the total number of statewide outreach contractors to 73, with 42 community based contractors and 31 school contractors!

With support from the David and Lucille Packard Foundation, the following 4 new contractors will provide outreach services in northern California: The Health Trust (San Jose), Santa Cruz City Schools, Santa Cruz County Health Services Agency, and Santa Clara Valley Health and Hospital Systems.

With support from the California Endowment, the following 14 new contractors will serve the greater Los Angeles Area: AltaMed Health Services, Community Perinatal Network, Hubbard Healthy Start, Komfort-care Health Plan, Mission City Community Network, New Economics for Women, Norwalk-La Mirada School District, People’s Choice, Plaza Community Center, Queenscare Family Clinics, San Gabriel Unified School District, St. Francis Medical Center, Victor Valley Community Services Council, and Watts Labor Community Action Committee.

Local outreach contractors serve as a familiar face in their communities, providing culturally and linguistically appropriate enrollment, re-enrollment, and utilization assistance to interested families with eligible children. Look out for on-going news about the activities of the 73 outreach contractors.

For more information about these contractors, contact the Department of Health Services, Outreach Unit at (916) 657-3007



## Healthy Families/Medi-Cal Featured on Popular Hispanic Television Network

In January, as part of a partnership between the California Department of Health Services and top-rated Hispanic television network Univision, two 30-second public service announcements (PSAs) highlighting Healthy Families and Medi-Cal for Families aired on three Univision affiliates statewide: KMEX-TV Los Angeles, KBNT-TV San Diego and KUVS-TV Sacramento. The PSAs, which were narrated by popular KMEX-TV news anchor, Norma Roque, were designed to educate viewers about the availability of Healthy Families and Medi-Cal for Families and the importance of making sure that children receive regular health care. Specifically, the spots were based on two themes: “kids who are healthy do better in school” and “providing your kids with healthcare is more affordable and easier than you may think.”

To complement the PSAs, news features highlighting the programs and the important work of local organizations aired in January and February on these same Univision stations. Each news feature highlighted a different aspect of the two programs. The topics included: “how to get your child comprehensive, affordable health coverage,” “how preventive care can keep children healthy,” “the benefits, eligibility and cost of the programs,” and “it’s easier than ever to enroll your children.”

## Helpful Reimbursement Tip !

Always use a blue or black ink pen when completing Section 9 of the Healthy Families and Medi-Cal for Families application.

Rubber stamped information or stickers can not be read by the electronic scanners and may cause the application to not be eligible for reimbursement.

## This is Important Distribution Information for Linked CAA Staff!

**This bulletin is provided only to Enrollment Entities (EEs).** You are responsible for sharing this bulletin with all linked CAA staff. The information contained in this update is needed to correctly complete applications, reduce payment denials, and remain informed about the latest program changes.



## New HFP/MCF Poster to Target American Indian/Alaska Native Communities

EEs/CAAs may now order a new campaign poster targeting the American Indian/Alaska Native (AI/AN) population to use in their outreach efforts. In response to a request from tribal leaders, the campaign produced the poster to help increase awareness among AI/AN families about the availability of free health, dental and vision coverage, including waiver of co-payments for eligible AI/AN children.

The 16 x 20-inch poster features five AI/AN children ranging in age from five to sixteen to promote the fact that FREE medical, dental and vision coverage for Calif AI/AN children under age 19 is available when acceptable documentation is submitted.

To order copies of the new poster contact the California Department of Health Services DHS) at (916) 657-2952 or fax your order to DHS (916) 654-3653.



### National Advertising Helps HFP/MCF Outreach

Have you seen ads, offering low and no-cost health insurance for children, that display a different toll-free number than California's Healthy Families Program/Medi-Cal for Families (HFP/MCF) toll free number?

You may have wondered if this was another campaign or if it was part of HFP/MCF. The telephone number, 1-877-KIDS-NOW, is the federal Health Resources and Services Administration's (HRSA) nationwide Insure Kids Now (IKN) campaign toll-free line. The IKN line directly routes calls to state programs. So, calls from California automatically roll over to the HFP/MCF outreach call center telephone line, (1-888-747-1222). And as a result, application referrals are made to EEs/CAAs.

There are a number of recent national media and outreach efforts that are positively impacting our campaign to enroll eligible children:

- In December 2001 and January 2002, the Social Security Administration (SSA) partnered with IKN. Cost of Living Adjustment (COLA) letters sent to more than 46 million families nationwide contained this statement: "If you have children or grandchildren under age 19 who are not covered by health insurance, the Children's Health Insurance Program may help. To find out more, you can look on the Internet at [www.insurekidsnow.gov](http://www.insurekidsnow.gov) or call, toll-free, 1-877-KIDS-NOW (1-877-543-7669). This number connects you to your state's program."
- For tax year 2001, IKN entered a nationwide partnership with tax preparer, H&R Block, to refer clients to the 1-877- KIDS-NOW for information on applications for low and no-cost children's health care coverage.
- In Spring 2002, the CBS/Kaiser Family Foundation Partnership on Children's Health Care is expected to launch a year-long television public service announcement and outdoor transit campaign. Each week, PSAs will appear nationally 10-12 times on CBS daytime programs and one evening program. Also, transit ads will be posted in the San Francisco Bay Area. The campaign ads will show children in various scenarios. The announcer will say "One of the five million kids who qualify for free or low-cost health coverage" and asks "Is your child one of them?" The IKN toll-free number will be displayed on the ads and will connect California callers to the HFP/MCF call center.

The HFP/MCF Outreach Campaign has been successful in California because of the outreach support of local EEs/CAAs, the statewide public relations and media campaign, and national partnerships developed with organizations such as IKN.

## School Health Connections Delivers the HFP/MCF Message to Schools

School Health Connections (SHC) is an interdepartmental program between the Department of Health Services (DHS) and the California Department of Education (CDE). This program has taken a lead role at the State-level in the promotion, outreach and technical assistance for HFP/MCF and other affordable health care options targeted toward schools.

SHC takes advantage of the pivotal position of schools in reaching children and families by combining health education, health promotion, disease prevention, and access to health-related services in an integrated and systematic manner.

Schools are an ideal venue for HFP/MCF outreach. However, schools face multiple barriers in getting the word out to parents about affordable health insurance. Schools lack the funding, staff, and time to carry out extensive campaigns to reach parents.

As such, SHC has received an allocation of \$6 million for HFP/MCF school outreach as an additional component to the existing HFP/MCF process that funds general community-based outreach activities. As a result of this funding, and additional funds from the California Endowment and the David and Lucille Packard Foundation, DHS' SHC now has 31 local agencies conducting school outreach. To be considered for funding, applicants had to demonstrate that their application was based on a collaborative with a group of community and school partners and that community/school input and decision-making were used in identifying interventions and strategies that best meet local needs.

Funding the school outreach contractors has allowed for more intensive efforts that successfully reach parents through a variety of school-based and school-linked strategies. Some of these strategies include: using the school lunch program to distribute information on HFP/MCF; conducting enrollment events linked to school and community events; working with peer (teen) mentoring programs to provide basic information on HFP/MCF to students and staff; identifying uninsured children by the school nurse and school staff for additional information on HFP/MCF and making the appropriate referrals; and working with school-based child-care programs such as Head Start. In addition to the school outreach contractors, SHC continues to work with a number of districts that voluntarily participate in outreach activities during the school year.

School outreach contractors include school districts, county offices of education, local health jurisdictions, community-based organizations and other groups interested in linking with schools as partners in ensuring that children, youth and their families have access to health care. Listed below are the 31 School Outreach Contractors and the counties in which they are located.

<b>Contractor</b>	<b>County</b>	<b>Contractor</b>	<b>County</b>
Alisal Union School District	Monterey	MotherNet L.A./INMED	Los Angeles
Atwater Elementary School District	Kern	Norwalk-La Mirada School District	Los Angeles
Bakersfield City School District	Kern	Oakland Unified School District	Oakland
Berkeley, City of	Alameda	Oceanside Unified School District	San Diego
Butte County Office of Education	Butte, Glenn, Modoc	Ontario-Montclair School District	San Bernardino
California Health Collaborative	Fresno	Pasadena Public Health Department	Los Angeles
Ceres Healthy Start	Stanislaus	Sacramento, City of	Sacramento
Corona-Norco Unified School District	Riverside	San Diego City Schools	San Diego
Glendale Unified School District	Los Angeles	San Diego, Regents of the University of California	San Diego
Health Trust	Los Angeles	San Gabriel Unified School District	Los Angeles
Healthy Start of Huntington Park	Los Angeles	Santa Ana Unified School District	Orange
Hubbard Healthy Start Collaborative	Los Angeles	Santa Cruz City Schools	Santa Cruz
Lake Elsinore Unified School District-Community Connections	Riverside	St. Francis Medical Center	Los Angeles
Long Beach Unified School District	Los Angeles	Tahoe-Truckee Unified School District	Nevada, Placer, El Dorado
Los Angeles Unified School District	Los Angeles	Valley Community Clinic	Los Angeles
Mendocino, County of	Mendocino		